



# GREAT BIRDING PROJECTS



An approach to bird-related editing, education, tourism, and marketing

16 August 2012

## Next Federal Duck Stamp Art Competition Ogden, Utah: 28-29 September



The next Federal Duck Stamp Art Competition will be held on 28-29 September 2012 at Weber State University (WSU) in Ogden, Utah. The winning design will be made into the 2013-2014 Federal Migratory Bird Hunting and Conservation Stamp. Since its creation in 1934, the "Duck Stamp" has raised over \$750 million to secure over 5.3 million acres of habitat conservation for the National Wildlife Refuge System.

Each year, five waterfowl species are selected for potential display, any one which may be painted for the next year's stamp. For the 2012 art contest, the eligible species are the following: Brant, Northern Shoveler, Ruddy Duck, Canada Goose, and Common Goldeneye.

Even if you can't go to Ogen to view the contest, you will still be able to watch the judging live-streamed on the Internet. *Right now, mark the dates: 28-29*

*September.* More details on the contest activities are [forthcoming](#).

## Sharing Birds: P2F 24-26 August

There is, perhaps, nothing so rewarding in appreciating birds than sharing those birds with others, nothing so satisfying than opening others to the wonder and enjoyment of nature through birds. Waterfowl? Shorebirds? Backyard songbirds? Raptors?



Absolutely!

After all, birds are exceedingly attractive; they are everywhere around us; they are approachable; and they are changing through the seasons.

That's where an action-oriented "Pledge to Fledge" comes in.

The Pledge to Fledge (P2F) effort challenges bird enthusiasts of all sorts to share the wonder of wild birds with others. The idea is to bring friends and acquaintances, neighbors and their families, outdoors to see and enjoy birds, perhaps for the first time. And the idea is to *do it together*. P2F has identified the weekend of 24-26 August as an ideal time to introduce newcomers to birds.

On this P2F weekend, friends and neighbors can get a feeling for the pastime, be nurtured into becoming at least casual birders, and then, perhaps, become citizens concerned about saving birds and the habitats where those birds live.

If you ever thought of running a bird-oriented activity - such as a series of school outings, a nature-and-bird festival, an introduction to birding course, a wetland-and-waterfowl appreciation day, or digital wildlife-and-bird photography rally - P2F can also be a "dry run" for you, an experiment in making important connections.

You can read more about this August launch, access tools, share photos, and sign on to the related P2F pledge [here](#).

## ***Exploring the Green Gap*** ***Mind the Gap!***

In the world of green intentions and actual human practice there is a "gap" that confronts sociologists, marketers, and conservationists alike. That gap can be summarized by last year's [OgilvyEarth study](#), a study which revealed that 82% of Americans have broad environmental or green intentions when it comes to life styles, shopping, and public policy, but that only 16% are dedicated to fulfilling those lofty goals. That puts 66% in the gap between aspirations and actions.

Actually there are multiple gaps involved.

The first is an persistent price gap, suggesting that "greener" products are always more expensive than non-green products. Price, however, isn't always a barrier, although it may be increasingly compelling in these hard economic times.

The second is a climate gap, illustrated by the findings from multiple surveys which indicate that about two-thirds of Americans believe in global warming, yet over four-fifths of them don't have a clue on how to calculate their carbon footprint.

We recently addressed these two gaps in a *GBP* bulletin, focusing on exceptions and countervailing bird-oriented efforts to fill the gap. (These covered such solutions as reusable water bottles, bird-compatible shade-grown coffee, eco-friendly American-grown rice, and a specific Carbon Offset Bird Project.) You can see those details [here](#) or [here](#).



And last September, we devoted an entire *GBP* bulletin to the subject of keeping conferences, and especially nature/bird festivals, as green as possible. For that issue,

see [here](#).

There is another gap, a gender gap, reported in the OgilvyEarth findings. This is where more than 80% of the respondents said that going green is a feminine trait. If "green" is viewed as the new "pink," it means that half the population of the country - the male half - may have an automatic negative opinion of the product or activity. This is a huge issue that *can* be overcome in advocating a conservation action or a green product. It will be addressed in an upcoming *GBP* bulletin.

## Words to Consider:

"There are some who can live without wild things, and some who cannot. ...Like winds and sunsets, wild things were taken for granted until progress began to do away with them. Now we face the question whether a still higher 'standard of living' is worth its cost in things natural, wild, and free. For us of the minority, the opportunity to see geese is more important than television, and the chance to find a pasque-flower is a right as inalienable as free speech."

- Aldo Leopold, *A Sand County Almanac* (1947)

## GBP Bulletin Archives

Great Birding Projects is a vehicle to promote a creative approach to bird-related editing, education, tourism, and marketing. GBP functions as a bridge to an innovative engagement between people and birds. You can access all previous issues of the *GBP* bulletin on the GBP website [here](#).

